

CUSTOMER STORIES



“NewsCenter allows our local sales team to stay informed on product releases, lifecycle notices and quality issues at the exact time they occur. This has saved a lot of valuable time and dramatically sped up our response rate.”

Miranda Tushaus
Sales Enablement Program Specialist
Rockwell Automation



COMPANY HQ
Milwaukee, WI



EMPLOYEES
23,000+



REVENUE
\$6.7B



INDUSTRY
Manufacturing

Rockwell Automation transforms sales communication strategy with NewsCenter

The Challenge Rockwell Automation's marketing team was tasked with communicating all go-to-market updates, as well as delivering content to over 1,500 sales reps and distributors, across several regions and industries. Communications were fragmented between weekly newsletters, ad hoc emails, and a monthly sales call. This resulted in duplicative updates being sent to sales, wasted time searching for content in disparate locations, and a lack of targeted communications. Rockwell Automation craved a solution that would streamline communications to deliver consistent, targeted messaging.

The Solution Rockwell Automation teamed up with Seismic to centralize the communications being sent to sales. To accomplish this, they established a single location where sales could find all relevant information. Leveraging Seismic's NewsCenter, the team was able to significantly reduce the time sales spent searching for content. Prior to NewsCenter, communications were sent across a variety of channels from many individuals. Rockwell Automation consolidated the number of content contributors in order to take control of communications. Once the contributors were identified, they were trained and onboarded onto NewsCenter, creating a single distribution center for communications. Then, the contributors were empowered to find new ways to leverage NewsCenter, while still maintaining the established guidelines.

This encouraged them to invest in the success of their individual channels. Furthermore, the team tracked all performance and maintained an open dialogue with contributors to continuously brainstorm ways to improve the user experience. To drive user adoption, Rockwell Automation gathered feedback from both marketing and sales on the look and feel of NewsCenter, which instilled a sense of ownership across these teams. Each channel had a unique structure and branding, creating recognition and consistency for sales.

The Impact Adopting NewsCenter established a single source of truth for all sales communications at Rockwell Automation. Today, marketing has a streamlined process for communicating to sales. In addition, sales has a customizable, self-service platform to ensure they are receiving hyper-relevant, and actionable go-to-market updates based on their area of expertise.

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Location to receive communications

80%

Reduction in the number of contributors

14K

Users receiving more efficient, effective communications

30+

Channels updated with region and industry-specific news

49K

Views per quarter across users